


☐ BUFFET

 **Overview**

**Project info**  
Specify an arbitrary project name. This will be used in textual (prose) descriptions of the project.  
**Project name**

1. **Project Info**
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done


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Exit

FIG. 1

☐ BUFFET

 **Overview**

**Data Sources**  
Specify a variety of data feeds from which we will harvest out data. These sources will be used during both training and production.  
**Project name**  

Add...

Delete

1. Project Info
2. **Data Sources**
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

For maximum coverage in our final reports, we wish to harvest from as many different engines and forums as possible.


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FIG. 2

☐ BUFFET


**Overview**

**Product Category**

1. Project Info
2. Data Sources
3. **Product Category**
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

Describe the product category that this project focuses on by entering a set of phrases which identify, describe, or are associated with the type of product. Enter one phrase per line.

sports car

Do not enter specific brand names here. You will be asked to do that later.


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FIG. 3

☐ BUFFET


**Overview**

**Customer**

1. Project Info
2. Data Sources
3. Product Category
4. **Customer**
5. Competitors
6. Counterexamples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

Enter a set of phrases that name the customer and their product

nissan  
350z  
350  
z


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FIG. 4

☐ BUFFET


**Overview**

**Competitors**

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. **Competitors**
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

Enter a set of phrases that name competing companies and branded products relevant to this project. Enter one phrase per line.

honda s2000  
 corvette  
 bmw 325i


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FIG. 5

☐ BUFFET


**Overview**

**Counter-Examples**

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. **Counter-examples**
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

Enter some phrases which indicate that a message is not related to the key concept, in spite of any superficial similarity.

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FIG. 6

☐ Criteria Questionnaire

A usage statement about the product itself

A brand comparison involving the product's price

A usage statement about a feature of the product

A brand comparison involving advertising for the product

A factual description of a news article mentioning the product

A brand comparison involving corporate activity by the company

unsure

unsure

unsure

unsure

unsure

unsure

Next >

1. Project Info

2. Data Sources

3. Product Category

4. Customer

5. Competitors

6. Counter-examples

7. Criteria Question...

8. Labeling Criteria

9. Criteria Document

10. Load messages

11. Label messages

12. Compute expecte...

13. Expected perfor...

14. Done

Take Criteria Questionnaire

Please answer a series of questions about what makes messages relevant. You will see several screens of questions depending on your answers.

Proceed with caution if you have already defined criteria. Taking the questionnaire will delete all existing criteria

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FIG. 7

☐ Criteria Questionnaire

☐ relevant

☐ unsure

☐ relevant

☐ unsure

☐ irrelevant

☐ irrelevant

A brand comparison involving the product itself

A factual description of the product's price

A brand comparison involving a feature of the product

A factual description of advertising for the product

A casual mention of a news article mentioning the product

A factual description of corporate activity by the company

1. Project Info

2. Data Sources

3. Product Category

4. Customer

5. Competitors

6. Counter-examples

7. Criteria Question...

8. Labeling Criteria

9. Criteria Document

10. Load messages

11. Label messages

12. Compute expecte...

13. Expected perfor...

14. Done

Take Criteria Questionnaire

Proceed with caution if you have already defined criteria.  
 Taking the questionnaire will delete all existing criteria

FIG. 8

☐ BUFFET

**Overview**

**Labeling Criteria**

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
- 8. Labeling Criteria**
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

Edit the labeling criteria that were derived from your questionnaire, and from other additions you have made

**Opinions or comparisons about the product itself are**  
**Descriptions or usage statements about the product it**  
**Opinions or comparisons about the products price are**  
**Opinions or comparisons about a feature of the produ**  
**Descriptions of usage statements about a feature of th**  
**Descriptions, discussions and opinions of a news artic**  
**Mere mentions of a news article mentioning the prod**

Add...

Edit...

Delete

Please make an effort to add at least several key words to each criteria element. This helps BUFFET operationalize your criteria.

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FIG. 9

☐ BUFFET

**Overview**

**Criteria Document**

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
- 9. Criteria Document**
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

This creates a human-readable criteria document. Enter a filename, and we will write the document to it.

/home/knigam/silly2.txt

Select


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FIG. 10

☐ BUFFET


**Overview**

**Label Messages**

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages

At this time, you are encouraged to stop and apply tags to more harvested messages. Ideally, you should label several hundred messages to get best results

**266 messages tagged**

(You can always return to this screen later and tag more messages.)

☐ Analyst Workbench

**File Import Benchmark Target Polarity Topic Phrase**

**Project: Pocket PC**

**Harvest: 9320 messages from 229 queries.**

**Benchmark: 400 messages labeled: Quality: 0.836; Consistency: 1.000**

**Target: 1000 messages labeled: Quality: 0.844; Consistency: 0.925**

**Polarity: unknown**

**Topics: unknown**

FIG. 11

<input type="checkbox"/> Analyst Workbench							
<b>File</b>	<b>Import</b>	<b>Benchmark</b>	<b>Target</b>	<b>Polarity</b>	<b>Topic</b>	<b>Phrase</b>	
<b>Project</b>	<b>Import</b>	<b>Benchmark</b>	<b>Target</b>	<b>Polarity</b>	<b>Topic</b>	<b>Phrase</b>	
<b>Summary</b>		<b>Label</b>	<b>Performance</b>				
Subject: Brighthand reviews the Sony CLIE PEG-NZ90				Engine: discussion.brighthand.com			
Date: Tue Feb 04 00:00:00 EST 2003				Forum: Reviews			
From: Covert							
<p>+&gt;</p> <p>+&gt;</p> <p>+&gt;</p> <p>+&gt;</p> <p>+&gt;Originally posted by hepv</p> <p>+&gt;</p> <p>+&gt;Anyway...how come we don't have any<b>PPC</b> manufactures making these cool multimedia centric devices (niche).</p> <p>We did - they were Casio. Casio pioneered PDA multimedia with its Palm PCs and first<b>Pocket PC</b>, but now they're agree that someone needs to step up and release a<b>Pocket PC</b> that has added multimedia value over other<b>PPC</b>s. I 39xx screen, old E-125/Maestro joypad, removable battery, Zayo speed, etc...), I'd buy it.</p> <p>-----</p> <p>Covert of www.cghm.Bk.com</p>							
View Raw Document				View Logic			
Labelling doc #5 (Unlabelled)							

FIG. 12